

CLAIMS

What is claimed is:

1. A method of creating lenticular material having a
5 selected orientation, comprising the steps of:
 providing a substantially melted resin;
 providing at least one lenticularly patterned surface
 device; and
 providing at least one abutting surface device, to
10 selectively abut said lenticularly patterned
 surface device,
 wherein (i) at least one of said (a) at least one
 lenticularly patterned surface device and said (b) at
 least one abutting surface device, is chilled, and
15 (ii) said substantially melted resin is directed
 between said at least one lenticularly patterned
 surface device and said at least one abutting surface
 device, whereupon said substantially melted resin is
 cooled to a substantially solid and optically clear
20 state, and thereby creates at least one lenticule in a
 web of lenticular material having a selected
 orientation other than parallel to a machine
 direction.

2. The invention as claimed in claim 1, further
comprising:

5 joining said web of lenticular material with an
interlaced image web corresponding to said at least
one lenticule, to produce an image having a visual
illusion.

3. The invention as claimed in claim 1, further
10 comprising:

printing at least one interlaced image on a surface of
said web of lenticular material opposite said at least
one lenticule and corresponding thereto, to produce an
image having a visual illusion.

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